



Edtech Company Testbook Drives Up In-App Campaigns' Revenue By 9x With New WebEngage **Gamification Feature**

Industry
EdTech

Founded in
2014

HQ
Gurgaon, Harayana

About Testbook

Testbook is a leading Indian EdTech company that helps students practice, analyze exam patterns, and improve their knowledge on one platform. They provide online live tutoring, mock tests, educational resources, preparation timelines for reviewing progress, portfolios for tracking performance, ready solutions, and more.

With a registered user base of 5.9+ crore users, 242+ Crore tests have been attempted on their website and Android app.

Testbook is the perfect incubator for talent.

Their motto, "*You come, you learn, you conquer,*" enables you to train under the best mentors and become an expert in your field.

That being said, Testbook offers flexibility in the projects you choose, how and when you work on them, and what you want to add to them. Operating on a freemium model, new users can get access to courses for a limited time, after which they'll be required to purchase their courses.



Their USPs:

With 5.6+ crore students and one of the best selection rates in India among online learning platforms, Testbook can help you excel.



Expert Insights: You learn from the masters of the subject in the most engaging yet simplified ways.



Real Exam Simulations: Feel the thrill of a real exam. Improve your time & pressure management skills.



Detailed Score Analysis: Get a detailed breakdown of your strengths & weaknesses and discover insights to improve your score.



Linguistic Flexibility: Learn in the language you are most comfortable with. Choose from any of the platforms' 12 languages.



"I've seen firsthand how these new gamification features have transformed our student engagement. We can seamlessly integrate it with our in-app experience, and it drives real results. For me and the team, this is more than just a feature; it's an asset we will treasure for a long time."

Dhairya Mehta |

Associate Director, Testbook

Key Features Used



Spin the wheel
gamification
templates



Scratch card
gamification
templates

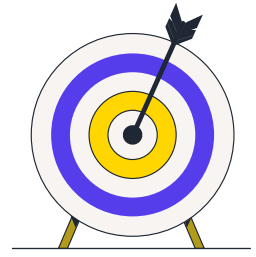


Custom HTML



User
segmentation

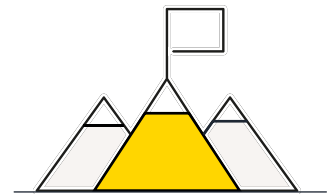
Testbook & WebEngage | A Collaborative Effort:



Objectives

- ✓ Enhance user engagement and retention on the platform.
- ✓ Develop a more effective and efficient template creation process.
- ✓ Improve two-way communication with their learners and prospective users.

Challenges



- ? Previous partnerships for user app engagement via promotions did not yield the desired results.
- ? The earlier template creation process was manual and time-consuming, limiting scalability and flexibility.
- ? Lack of two-way engagement features, hindering user feedback and interaction.

Why Did Testbook Pick WebEngage?

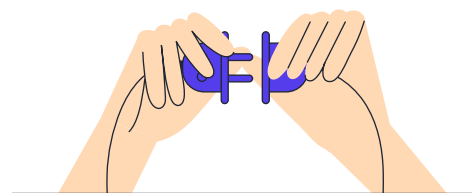
The team at Testbook has been using WebEngage since 2017, and they've kept experimenting with new features and proving their mettle because of the value in services and the introduction of many new features that can upscale their business even more.

The Testbook is one of the earliest adopters of WebEngage's features.

For the Testbook team, WebEngage helps to:

- Automate communication
- Analyze the performance of events and campaigns

- Unify customer data from various sources to provide a 360-degree view of a user
- Bring efficient ROI and engagement



WebEngage In Action

Testbook implemented two variations of customized in-app gamified notifications:
Spin the Wheel and Scratch Card.

In **Spin the Wheel**, they offered some percentages of discounts that students could avail of by spinning the wheel. This would encourage their students to try out for possible prizes.

In Scratch Card, a pop-up with a scratch card containing discount codes appeared. Students had to scratch to reveal and use the code during course checkout.

In both cases, students were directed to a checkout page after the engagement activity, which led to the Pass Payment Page.

Use Case #1: Spin The Wheel Contests

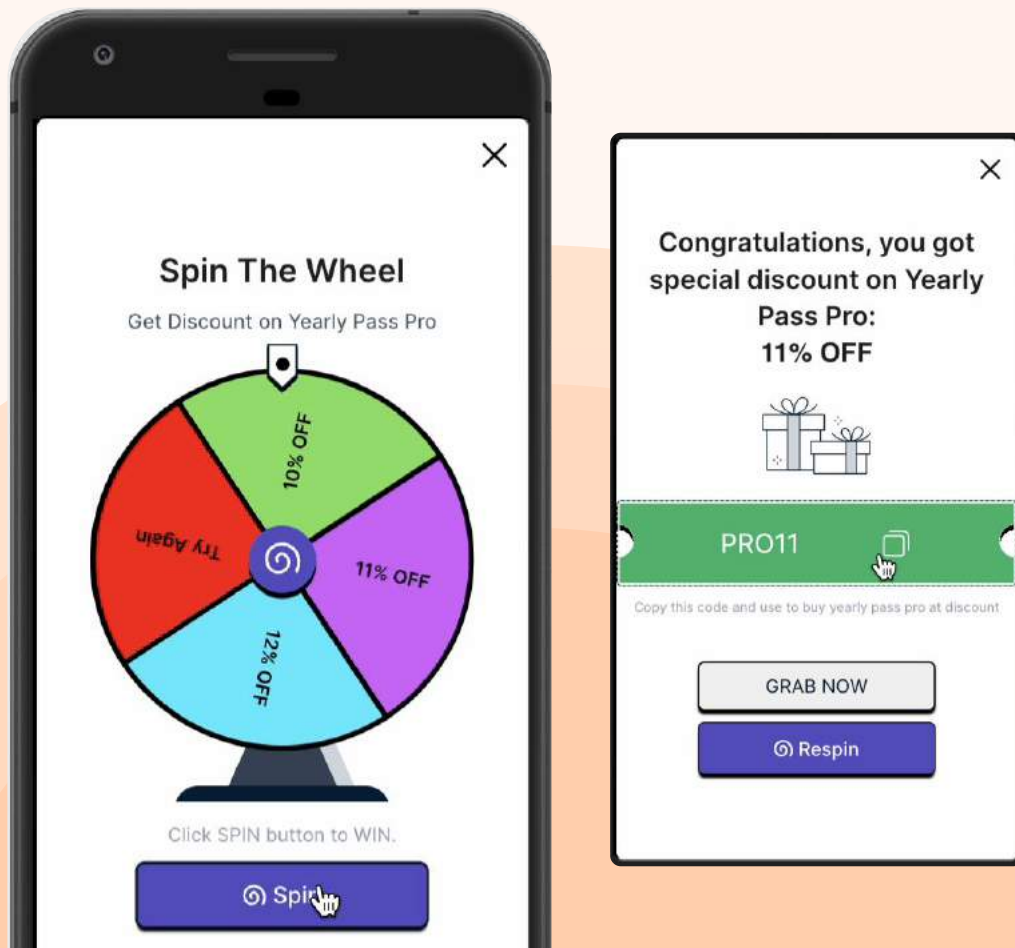
Target Audience: Known users who are actively using the platform

Challenge: Looking to incite user gratification and use it to drive sales subsequently

Approach: Testbook implemented a Spin the Wheel gamification feature that offered discounts to students, leveraging probability to distribute prizes. The feature was designed to offer discounts ranging from 10% to 12% to students who spin the wheel, automatically applying a coupon code upon winning a prize and creating a sense of excitement and engagement among students.

Result

The feature resulted in a **3X increase in engagement** on the platform, successfully driving sales during the Pass Sale in June.



Use Case #2: Scratch Card engagement

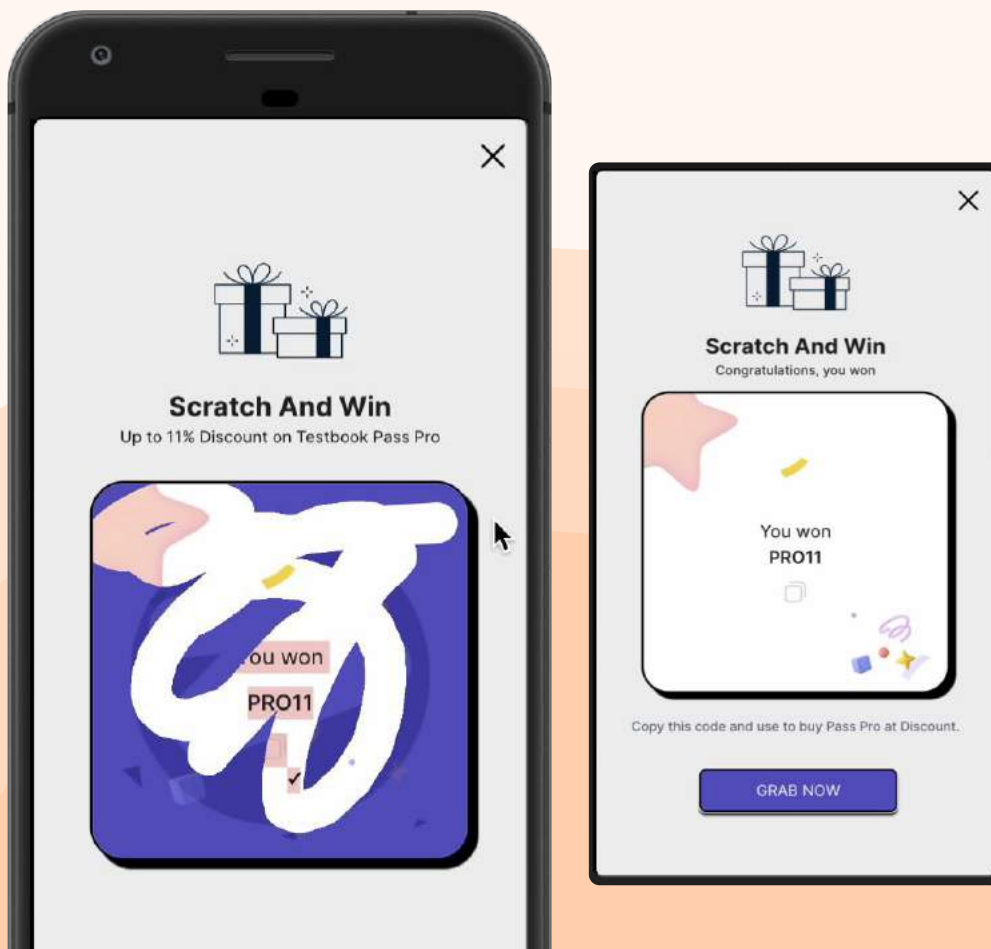
Target Audience: Known users who are actively using the platform.

Challenge: Aim to increase engagement and drive Pass sales on the platform.

Approach: Testbook implemented a Scratch Card feature with a pop-up containing discount codes, which students had to scratch to reveal, and the revealed code was automatically applied during checkout.

Result

This gamification resulted in a significant increase in engagement, with a **9X increase in revenue from in-app campaigns**.



Overall Impact

- ✓ Scratch card was able to get a **9X increase in revenue** from in-app campaigns.
- ✓ For the spin the wheel, the average unique clicks increased 3X to **16.1% from 6.6%**.

The Journey With Testbook

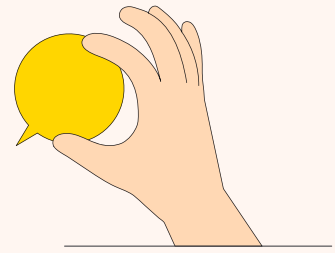


In 2017, Testbook used multiple engagement channels through Journeys to reactivate its churning user base, reactivating 15% of inactive users. The **full Impact Story is accessible here.**

They showcased their work again in 2023, having scaled their conversions by 11% using **Push notifications** in one month, using both the sticky and timer push. **Read the full Impact Story here.**

It's been a pleasure working with the team, and we're glad the new features have helped scale their business even more.

Closing Testimonial



“ Our many years of partnership with WebEngage have proven we didn’t make a mistake; these new features have been a game-changer for us. The automated coupon code application has also streamlined our workflow, making it easy to manage campaigns. Love the innovative approach. ”



Aman Kumar



Associate Growth Manager,
Testbook

About WebEngage



WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. With a robust customer data platform, you can get a unified view of your customers, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

WebEngage goes beyond a marketing automation platform and powers user engagement for thousands of enterprise brands worldwide. It works across several industries, including E-Commerce, Edtech, Fintech, Foodtech, Media and publications, Gaming, BFSI, Healthcare, and Online Retail. The key clientele includes marquee brands like Adani, Bajaj Auto, IKEA, MakeMyTrip, Yes Securities, L&T SuFin, Eureka Forbes, Akasa Air, etc.

With a mission to humanize the world's websites and apps, we now power over one billion messages sent every day to our customers across 50+ countries and 20+ industries.

[Schedule my free demo](#)

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